

Microsoft Dynamics 365 Fundamentals (CRM): MB-910

EXAM DESIGN

Audience Profile

This exam covers the customer engagement features and capabilities of Dynamics 365 apps. Candidates of this exam should have a fundamental understanding of customer engagement principles, business operations, and general computer skills.

Objective Domains

SKILLS MEASURED

- NOTE: The bullets that appear below each of the skills measured are intended to illustrate how we are assessing that skill. This list is NOT definitive or exhaustive.
- NOTE: Most questions cover features that are General Availability (GA). The exam may contain questions on Preview features if those features are commonly used.

Describe Dynamics 365 Customer Insights - Journeys (15-20%)

Explore Customer Insights - Journeys

- Describe use cases for Customer Insights - Journeys
- Describe lead generation and qualification
- Describe use cases for marketing forms
- Describe how to target customers by using segments and subscription lists
- Describe email marketing
- Describe customer journeys
- Describe event management features and capabilities

Describe Customer Insights– Journeys related apps

- Describe use cases of and capabilities for Customer Insights - Data
- Describe use cases of Customer Voice for Customer Insights - Journeys

Describe Dynamics 365 Sales (15-20%)

Explore Sales

- Describe use cases for Dynamics 365 Sales
- Describe leads and the process for qualifying leads
- Describe the opportunity management process
- Describe the quote lifecycle



Dynamics 365 Fundamentals

- Describe the order management and invoice management processes
- Describe use cases for business process flows

Describe Sales capabilities and related apps

- Describe sales pipeline and forecasting concepts
- Describe use cases for and capabilities of Sales Insights
- Describe use cases for and capabilities of LinkedIn Sales Navigator
- Describe the Dynamics 365 Sales mobile app

Describe Dynamics 365 Customer Service (20-25%)

Explore Customer Service

- Describe use cases for Dynamics 365 Customer Service
- Describe the functionality for workload management, including basic routing (basic queues), Unified Routing, and Agent Inbox
- Describe knowledge management in Dynamics 365 Customer Service
- Describe the case lifecycle including service-level agreements (SLAs) and entitlements

Describe Customer Service capabilities and related apps

- Describe Omnichannel for Customer Service
- Describe reporting and data visualization options in Dynamics 365 Customer Service
- Describe Dynamics 365 Customer Voice for Customer Service

Describe Dynamics 365 Field Service (15-20%)

Explore Field Service

- Describe use cases for Dynamics 365 Field Service
- Describe common field service processes
- Describe the work order lifecycle
- Describe inspections in Dynamics 365 Field Service
- Describe the Field Service mobile app

Describe the scheduling capabilities of Field Service

- Describe resource and scheduling processes
- Describe asset management and customer assets
- Describe Connected Field Service for Dynamics 365

Explore the core capabilities of customer engagement apps (20–25%)

Describe the foundations of customer engagement apps

- Describe use cases for customer engagement apps
- Describe Microsoft Power Platform as it relates to customer engagement apps
- Describe Microsoft Dataverse as the foundation for customer engagement apps
- Navigate to and within customer engagement apps

Describe shared activities and integration options in customer engagement apps

- Describe customers and activities
- Describe search criteria and filter criteria
- Describe reporting capabilities including dashboards, charts, and views
- Describe Microsoft Teams integration
- Describe Microsoft Outlook integration
- Describe Microsoft Excel integration